

MARICOPA WORKFORCE CONNECTIONS

YOUTH COUNCIL

**234 N. Central Avenue,
Arizona Conference Room**

Phoenix, AZ 85004

Minutes

July 19, 2007

I. Call to Order

Chair Chuck McCarty called the meeting to order at 8:40 a.m.

II. Roll Call: Quorum

Present	Excused/Absent	Staff
Charles McCarty	Graciela Garcia Candia (E)	Jessica Martin
Ted Murphree	Rebecca Flanagan (E)	Sherri Connell
Maude Brinkley	Randy Kimmens (E)	Barb Rorwick
Beverly Baeza-Hardaway	Angelo Maisto (E)	Laurie Ontiveros
Ché Collins	Don Smith (E)	Jodi Hall
Tony Maldonado	Ignacio Pesqueira (E)	Guests
Patrick Burkhart (Ad hoc)		Sylvia Hernandez-Moreno, Goodwill
Chris Tovar		Anthony Rivera, ACYR
Mike Wall		Pam Smith, ACYR
Mike Hayashi		Bethany Priebe, Latino Coalition

III. Approval of Meeting Minutes --Action

Mike Wall motioned to approve the May 17, 2007 minutes as amended. Mike Hayashi seconded the motion. The motion carried.

IV. 2007 Youth Council Goals—Update

Sherri Connell referenced 2007 Youth Council Project Timeline of which she identified members who volunteered to act on each goal as ratified by the council previous.

Increase youth voice on Youth Council—

- Mike Wall and Graciela Garcia Candia volunteered to recruit youth to serve on council. Mr. Wall is scheduled to meet with an individual in the afternoon to discuss participation.
- The Youth Council is responsible to schedule youth participant presentations.
- The Youth Council and the providers are to assist with presentations to youth groups.

Increase active participation of Youth Council—

- Maricopa County staff and providers are to create public awareness through mandated partners and schedule youth provider facility tours.
- Council members, staff and providers are to develop a collaborative project i.e. joint marketing, public presentation in an effort to increase youth recruitment.
- Jessica Martin will report out on the designation of a one stop area specific to youth at the West Valley One Stop and the initiative to research the San Diego foster care campus during her program report.

Increase level of engagement with Full Board—

- The Full Board liaison subcommittee comprised of Don Smith, Tony Maldonado and Mike Wall will reciprocate information to and from the Full Board and Youth Council with the objective to expose youth to employment within board-defined industry clusters as well as discuss, monitor and improve services through Full Board initiatives. Ms.

Connell identified MWC's current industry clusters are advanced manufacturing, bioscience, retail, construction, healthcare. No subcommittee meeting to date at this time. Ms. Connell informed members of a regional strategic planning retreat in partnership with Phoenix Workforce Connections held on June 14-15, 2007 of which the Youth Council was invited to participate. From this, the regional priority initiative emerged as "To improve the availability and quality of the workforce for the current and future needs of employers." Ms. Connell suggested the council research educational resources beyond existing resources that would be able to provide training to youth that focus on the board's current industry clusters in an effort to align with the Full Board.

- Designate a Youth Council Liaison to streamline communication:
Ms. Connell stated she serves that role as the MWC Board Executive; however, recommended a council member who is not a Full Board member volunteer in this capacity as to bring a fresh perspective of Full Board activities and how it can impact the Youth Council.

Marketing Campaign—Marketing Subcommittee

- Create a comprehensive flyer to promote WIA services to youth
- Create talking points for fliers, school ads, newsletters

Tony Maldonado inquired about the state industry clusters of which Ms. Connell stated she would look into it and email it out at the end of the day. Jessica Martin recommended that the council serve as a voice on behalf of youth to the Full Board. Patrick Burkhart shared his vision for MWC to incorporate into the business community as a partner during his introduction as the Workforce Development Division Assistant Director.

V. Program Report—Update

Ms. Martin reported that PLOT graduated over 50 youth at the ceremony held at the Glendale Adult Center courtesy of a partnership with the City of Glendale Parks and Recreation. It is the intention that PLOT will become an elective offered to students through a partnership with the school district. Ms. Martin stated she no longer oversees the operational aspect of PLOT; however, will still be able to contribute towards program development although any questions should be directed to Diana Shepherd.

Ms. Martin confirmed approval from council and management to visit the San Diego Foster Care Academy but has not had an opportunity to schedule travel due to in-house projects and staff shortage. After meeting with Valley foster care agencies gathering input, Ms. Martin is hoping to meet with them on a quarterly basis as well as have representatives participate on the council as non-voting members.

Ms. Martin spoke of the West Valley One Stop announcing the center will be open for business on Tuesday, July 24, 2007. The grand opening is slated for Thursday, September 27 of which an invitation will be extended to council members. She further stated that the division is looking for partnerships that would compliment current WIA services in partnership with ACYR. She requested from the council any agencies that would be willing to provide service at the one stop.

Las Artes Contract—Action

Based on staff recommendations, Valley of the Sun YMCA has been identified to serve 75 youth ages 16-21 effective September 1 for a one-year period with the option for contract renewal based on funding availability and performance through the Las Artes program with a budget of \$499,997. Staff has requested the council approve this contract prior to approval by the Board of Supervisors. **Ted Murphree made a motion to approve the staff recommendations. Tony Maldonado seconded the motion. The motion carried.**

VI. 2007 Subcommittee Updates—Update

Marketing—Beverly Baeza-Hardaway reported that due to scheduling conflicts and communications specialist vacancy within the division, there has not been any progress made at this time. Ms. Martin informed the council that recruitment efforts have been unsuccessful for that position; however, there is an option to procure for marketing brochures for WIA youth services, PLOT and Las Artes as an alternative in order to jumpstart the campaign. Mr. Maldonado offered up graphic design students enrolled in his school to assist with marketing.

VII. Provider Reports—

Goodwill Industries of Central Arizona (GICA)

Sylvia Hernandez Moreno, Outreach and Eligibility Specialist, reported 13 total enrollments; however, they have formed a partnership with the southeast facility detention services in the East Valley and with a halfway house for youth released from detention. She addressed Ms. Martin's inquiry on service to out-of-school youth stating that she is currently conducting outreach in order to increase the current 71% by working with the justice system. Documentation, specifically identification, hinders youth from eligibility for WIA services. The council agreed that this issue will be brought to the Full Board for consideration.

Arizona Call-A-Teen Youth Resource, Inc. (ACYR)

Anthony Rivera provided their quarterly presentation featuring an individual in pursuit of a career in graphic design. Fifty-seven out of 68 participants increased their skills. Recruitment just started in Scottsdale in partnership with the Boys and Girls Club hence why there have not been any youth served in that city. Buckeye also reflects zero youth served of which transportation barriers attribute to the lack of participation. The majority of participants will intern at city hall in partnership with the City of Avondale and will receive tuition to attend the Southwest Skill Center. Ten out of 30 participants have been offered employment. Eleven of the 30 pursued careers in healthcare.

Mr. Wall stated he is starting eight individuals, 17-years-old, with Westmac and will be starting to serve at-risk youth through Maricopa Workforce Connections.

VIII. Call to the public

There were not any comments from the public.

IX. Adjournment

Tony Maldonado made a motion to adjourn. Che Collins seconded the motion. The meeting was adjourned at 9:49 a.m.